



CONTENTS

CHAPTER 1: WHAT IS SECOND LIFE?	2
A BRIEF HISTORY OF <i>SECOND LIFE</i>	4
HOW DOES IT WORK?	5
THE MAGIC PRIM	8
SL MONEY	9
YOU AND YOUR AVATAR	10
WHAT TO DO WITH YOUR NEW LIFE	11
SL RULES AND ETIQUETTE	13
MEMBERSHIP TYPES	15
BASIC MEMBERSHIP	17
PREMIUM MEMBERSHIP	17
CHAPTER 2: GETTING STARTED	18
TAKING CONTROL OF YOUR <i>SECOND LIFE</i>	20
FIRST STEPS	20
WHAT'S ON THE MENU	23
VIEWS AND MOVEMENT	25
LEARNING ABOUT <i>SECOND LIFE</i>	28
ORIENTATION ISLAND AND HELP ISLAND	29
MAINLAND CHOICES	30
CHAPTER 3: A TOUR OF SECOND LIFE	36
HEY! I'M NEW HERE!	38
NEW CITIZENS INCORPORATED: KUULA (53, 175, 28) AND HAMNIDA (237, 82, 113)	38
THE SHELTER: ISABEL (59, 230, 81)	38
YADNI'S JUNKYARD: LEDA (201, 27, 54)	38
THE FREEDOVE: GALLI (113, 53, 33)	39
IVORY TOWER LIBRARY OF PRIMITIVES: NATOMA (209, 164, 28)	39
WHAT ARE SOME MUST-VISIT DESTINATIONS?	39
S.S. GALAXY: GALAXY AFT (58, 44, 21)	39
ATROCITY: ESOTERICA (200, 65, 27)	40
TABLEAU: TABLEAU (198, 179, 18)	40
NEO KOWLOON CITY: KOWLOON (146, 12, 24)	41
STEELHEAD CITY: STEELHEAD (115, 124, 30)	41
BEDROCK: DRYMONIA (171, 37, 251)	42
MONT ST. MICHEL (AU PÉRIL DE LA MER): SHIVAR (125, 175, 21)	42
THE FIRST <i>SECOND LIFE</i> CHURCH OF ELVIS: IRON FIST (176, 28, 350)	42
MIDNIGHT CITY: MIDNIGHT CITY (121, 136, 26)	43
NEXUS PRIME: CYBERPUNK CITY OF THE FUTURE: BONIFICIO (213, 108, 31)	43
WHERE CAN I PARTICIPATE IN SOMETHING?	45
WIZARD'S ALLEY & HOGWARTS: SUNSET HARBOR (147, 140, 26)	45
SUFFUGIUM: SUFFUGIUM (102, 116, 34)	46

<i>DARK LIFE: NAVORA</i> (19, 43, 22)	46
THE FOREST OF KAHRUVEL: RODEO (28, 37, 49)	46
THE POT HEALER ADVENTURE, NUMBAKULLA ISLAND PROJECT: NUMBAKULLA (214, 17, 22)	47
SAMURAI ISLAND: SAMURAI ISLAND (154, 98, 23)	47
HOLLYWOOD: HOLLYWOOD (142, 53, 25)	47
MOTORATI ISLAND: MOTORATI (238, 153, 23)	48
WHERE CAN I FIND ONE MOMENT OF PERFECT BEAUTY?	50
OYSTER BAY SCULPTURE GARDEN: OYSTER BAY (20, 176, 82)	50
SECOND LOUVRE: THOMPSON (152, 97, 99)	51
ARTROPOLIS: ARTROPOLIS (17, 122, 22)	51
MUSEUM OF CONTEMPORARY ART AT NEUFREISTADT: NEUFREISTADT (189, 135, 180)	51
LASCAUX CAVES: MODESTA (94, 46, 55)	51
ZERO POINT: KELHAM (170, 97, 99)	52
ETHEREAL TEAL: TEAL (196, 65, 21)	52
GREENHOUSE: GREENHOUSE (63, 113, 22)	52
WHAT CAN I LEARN IN <i>SECOND LIFE</i>?	53
VIRTUAL HALLUCINATIONS PROJECT: SEDIG (21, 28, 22)	53
FREETHINKING CENTRAL: SAENEUL (23, 35, 103)	53
THE HOLOCAUST MUSEUM: IR SHALOM (139, 66, 24)	53
BETTER WORLD: BETTER WORLD (54, 211, 21)	53
SHINAGAWA: KAWAH (54, 205, 21)	54
LITERATURE ALIVE!: EDUISLAND II (185, 240, 21)	54
WHERE CAN I FEED MY SOUL?	54
SUPPORT FOR HEALING: SUPPORT FOR HEALING (148, 41, 36)	55
ST. PAUL'S CATHEDRAL: GRACE (71, 226, 130)	55
ASAGAO MEMORIAL PARK: ASAGAO (83, 167, 24)	55
FIRST UNITARIAN UNIVERSALIST CHURCH IN <i>SECOND LIFE</i> : LOVELACE (49, 48, 23)	55
GLBT MEMORIAL: PROVINCETOWN (127, 193, 27)	56
JEWISH TEMPLE IN JERUSALEM: HOLY CITY (8, 4, 28)	56
MEDICINE BUDDHA STUPA: SUPPORT FOR HEALING (171, 96, 67)	56
CHEBI MOSQUE: CHEBI (151, 212, 84)	56
SKEPTICAL BUDDHISTS' SANGHA: TOOWOOMBA (128, 24, 87)	57
PAGAN LEARNING GROVE: SAMHAIN (21, 163, 27)	57
WHERE CAN I MEET SOMEONE?	57
THE CLUB SCENE	57
INTERNATIONAL HANGOUTS	58
JAZZ CLUBS	59
WHAT CAN I BUY?	60
MALLS AND SHOPPING AREAS	60
SPECIALTY SHOPS	61
AVATARS	61
FASHION	62
MISCELLANEOUS	62
CHAPTER 4: REAL RESIDENTS	64
BETH ODETS	66
ANSHE CHUNG	67
SUZANNA SOYINKA	68

HACKSHAVEN HARFORD	69
KEYSTONE BOUCHARD	70
KATT KONGO	71
CHINA TRACY	72
KATHARINE BERRY	75
EPREDATOR POTATO	78

CHAPTER 5: YOUR APPEARANCE 82

FIRST CHOICES	84
CHOOSING YOUR NAME	85
CHOOSING YOUR SEX	86
LOVE ME, PLEASE LOVE ME	87
CHANGING YOUR APPEARANCE	89
SHAPE	92
SKIN	101
HAIR AND EYES	105
CLOTHES AND OTHER ATTACHMENTS	105
AVATAR ANIMATIONS AND GESTURES	107

CHAPTER 6: USING YOUR LIBRARY 110


WHAT IS THE LIBRARY?	112
LIBRARY CONTENTS	113
ANIMATIONS	114
BODY PARTS	114
CLOTHING	115
GESTURES	116
LANDMARKS AND NOTECARDS	117
OBJECTS	118
THE FUN STUFF	121
THE BUILDING AND SCRIPTING STUFF	123

CHAPTER 7: MANAGING YOUR INVENTORY 126

THE INVENTORY VS. THE LIBRARY	128
ORGANIZING YOUR INVENTORY	129
GETTING THE RIGHT TOOLS	129
THE NEW ORDER	131
INVENTORY TROUBLESHOOTING	137
INVENTORY INSURANCE	137
DAMAGE CONTROL	138
CREATING AN ALTER EGO FOR INVENTORY BACKUP	141
THE FIVE GOLDEN RULES OF INVENTORY MANAGEMENT	143

CHAPTER 8: BUILDING 144

THE BASICS	146
PRIMS	146
OBJECTS	146
PARAMETRIC MODELING	146
MODELS	146

MESHERS	147
REZZING OBJECTS	147
GETTING STARTED	147
REZZING YOUR FIRST PRIM	148
EDITING YOUR PRIM	148
OBJECT HANDLES	149
MOVE HANDLES	149
ROTATE HANDLES	149
STRETCH HANDLES	149
BUILD WINDOW	150
SCULPTED PRIMS	155
DUPLICATING PRIMS	156
DELETING PRIMS	156
USING THE CAMERA	156
LINKING PRIMS	157
UNLINKING LINKED OBJECTS	159
WORKING WITH LINKED OBJECTS	159
ADDING PRIMS TO A LINKED OBJECT	160
WORKING WITH INDIVIDUAL PRIMS IN A LINKED OBJECT	160
TAKING COPIES	161
USING THE GRID	162
SNAPPING TO THE GRID	162
COLLABORATING WITH OTHER RESIDENTS	163
MODIFY RIGHTS	163
GROUP LAND	165
ASSET PERMISSIONS	165
GROUP DEEDING	166
ATTACHMENTS	166
MAKING ATTACHMENTS	166
MODIFYING ATTACHMENTS	168
LANDSCAPING	168
TEXTURING	169
TEXTURE	169
COLOR	170
TRANSPARENCY	171
FULL BRIGHT	171
TEXTURING INDIVIDUAL FACES OF A PRIM	172
OFFSETS, REPEATS, FLIP, AND ROTATION	172
ADVANCED TEXTURING TOOLS	173
RESPONSIBLE TEXTURING	173
CLOTHING	173
CREATING TEXTURES	175
UPLOADING TEXTURES	175
TEXTURE UPLOAD WINDOW	176
 CHAPTER 9: USING THE LINDEN SCRIPTING LANGUAGE	178
THE ORIGINS OF LSL	180
YOUR FIRST SCRIPT	180

DEEPER INTO LSL	182
WHAT ARE TYPES?	187
OPERATOR TYPES	190
EVEN DEEPER INTO LSL	191
CONNECTING TO THE WORLD	195
CHAT	195
IM	196
SENSORS	196
PAY	197
INVENTORY	198
PHYSICS AND MORE	199
APPLYING FORCES	199
VEHICLES	200
CONTROLS AND DISPLAYS	200
TAKING CONTROL	200
DISPLAY	201
HOW TO LEARN MORE	202
 CHAPTER 10: MACHINIMA IN <i>SECOND LIFE</i>	 204
WHAT IS MACHINIMA?	206
A HISTORY OF MACHINIMA	206
MAKING YOUR OWN MACHINIMA	207
YOUR FIRST MOVIE	207
YOUR SECOND MOVIE	208
SCREENING YOUR FILM	222
 CHAPTER 11: WHO ARE YOU? IDENTITY IN THE VIRTUAL WORLD	 224
CONSIDERING YOUR REAL-WORLD SELF	226
EXPRESSING YOURSELF IN THE VIRTUAL WORLD	229
ANONYMITY	230
SOCIAL CUES	232
WEARING YOUR HEART ON YOUR SLEEVE	233
PSEUDONYMITY	234
MAKING FRIENDS AND INFLUENCING PEOPLE	235
IT'S WHAT YOU DO THAT COUNTS	235
<i>SECOND LIFE</i> NETIQUETTE	236
FINDING THE SOCIAL LADDER AND CLIMBING IT	240
 CHAPTER 12: SHOPPING	 244
ACQUIRING LINDENS	246
BUYING LINDENS FROM THE WEB	246
BUYING LINDENS FROM INSIDE <i>SECOND LIFE</i>	247
VIRTUAL-GOODS TAXONOMY	248
GOODS THAT AVATARS LIVE IN OR AROUND	248
GOODS THAT AVATARS SIT ON OR IN	253
GOODS THAT AVATARS WEAR	254
SHOPPING ON A TIGHT BUDGET	262
SHOPPING AS A SOCIAL ACTIVITY	264

IN-WORLD SHOPPING OUTSIDE OF <i>SECOND LIFE</i>	265
TROUBLESHOOTING SHOPPING WOES	266
UNPACKING BOXES	266
ASKING FOR CUSTOMER SERVICE	267
FINDING WHAT YOU'RE LOOKING FOR	268
MORE SHOPPING RESOURCES	269
SECOND STYLE	269
LINDEN LIFESTYLES	270
FASHION PLANET	270
GOING BROKE WITH DAPHNE AND TAMARA	271
VIRTUAL SUBURBIA	271
SLSHOPPER.COM	271

📁 CHAPTER 13: BUSINESS AND MONEY	272
MONEY: THE COLD, HARD FACTS	274
WAYS TO PROFIT	276
PROFIT PROFILES	276
PERSONAL CHOICES	278
THE PLEASURES OF WORKING FOR PENNIES	280
PRIVATE BUSINESS	281
VIRTUAL MONEYMAKING	282
REAL VIRTUAL JOBS	284
BECOMING A BUSINESS OWNER	299
CORPORATE MOVES	301
<i>SECOND LIFE</i> PROFESSIONALISM	306
THE <i>SECOND LIFE</i> SOLUTION PROVIDER DIRECTORY	308
SO ... YOU SURE YOU WANNA DO THIS?	308

📁 CHAPTER 14: A CULTURAL TIMELINE	310
FIRST ERA—2001 THROUGH EARLY 2003: PRE-HISTORIC, PRE-BETA	312
SECOND ERA—SUMMER 2003: NATIVES VERSUS COLONISTS	312
WAR OF THE JESSIE WALL	314
SECOND ERA—SUMMER 2003: REVOLUTION!	315
THE TEA CRATE REBELLION OF JULY '03	315
THIRD ERA—WINTER 2003: A NEW NATION IS BORN	316
NOVEMBER 14, 2003: IP INDEPENDENCE DAY!	316
FOURTH ERA—LATE 2003 THROUGH EARLY 2004: EXPANDING THE FRONTIER	317
THE IMMIGRANT EXPERIENCE	318
FIFTH ERA—MID 2004 THROUGH MID 2005: INDUSTRIAL REVOLUTION	318
MEETING THE LOVEMAKERS	320
SIXTH ERA—SUMMER 2005 THROUGH 2006: BOOM TIME	321
SEVENTH ERA—LATE 2006 THROUGH 2007: CONFLICT AND GLOBALIZATION	321
ADVENTURES IN MIXED REALITY	323
BUILDING COMMUNITY: BURNING LIFE	327
BUILDING COMMUNITY: MAKING A DIFFERENCE	327
LINDEN-SPONSORED EVENTS	328

 CHAPTER 15: THE FUTURE AND IMPACT OF <i>SECOND LIFE</i>	330
IS THERE A FUTURE FOR VIRTUAL WORLDS?	332
THE NEXT GENERATION OF THE INTERNET?	333
AN EXTRAORDINARILY RADICAL IDEA	336
FROM TOYS TO TOOLS	342
 APPENDICES	348
APPENDIX A: REAL-LIFE EDUCATION IN <i>SECOND LIFE</i>	350
COLLEAGUES AND COLLABORATORS	350
GETTING LAND IN <i>SECOND LIFE</i>	351
EXAMPLES OF EDUCATION PLACES IN <i>SECOND LIFE</i>	352
SUCCESSFUL STRATEGIES	354
APPENDIX B: MEDIA IN <i>SECOND LIFE</i>	356
REAL-LIFE MEDIA ORGANIZATIONS IN <i>SECOND LIFE</i>	356
SL-EXCLUSIVE MEDIA	357
APPENDIX C: BRAND PRESENCE AND RETAIL OUTLETS IN <i>SECOND LIFE</i>	360
WHAT THEY'RE UP TO	360
WHO AND WHERE THEY ARE	362
APPENDIX D: GLOSSARY	364
APPENDIX E: ADDITIONAL RESOURCES	370
APPENDIX F: MENU COMMANDS AND FUNCTIONS	372
FILE	372
EDIT	373
VIEW	373
WORLD	375
TOOLS	376
HELP	377
THE POWER OF THE MOUSE	378
APPENDIX G: <i>SECOND LIFE</i> COMMUNITY STANDARDS AND INTELLECTUAL PROPERTY RIGHTS	380
COMMUNITY STANDARDS	380
POLICIES AND POLICING	381
INTELLECTUAL PROPERTY	382
APPENDIX H: ABOUT THE COMPANION CD	384
WHAT YOU'LL FIND ON THE CD	384
SYSTEM REQUIREMENTS	386
USING THE CD	386
TROUBLESHOOTING	387
 INDEX	388